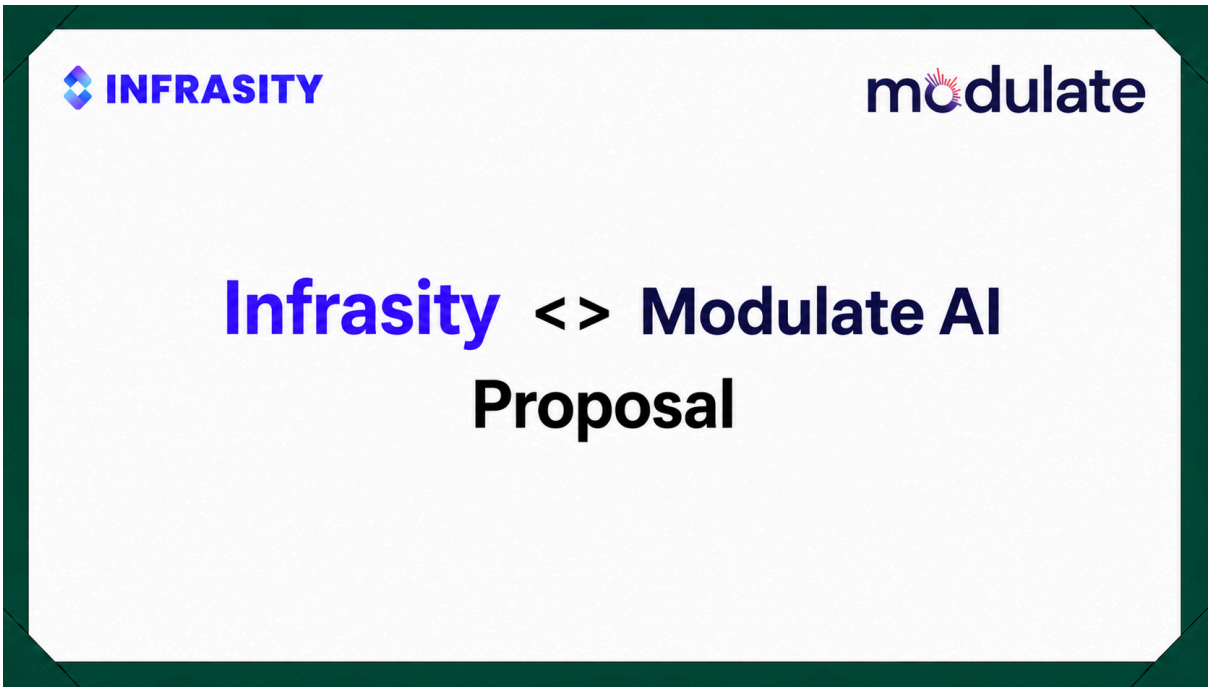
INFRASITY

Infrasity <> Modulate AI

Reddit & GitHub Growth Plan



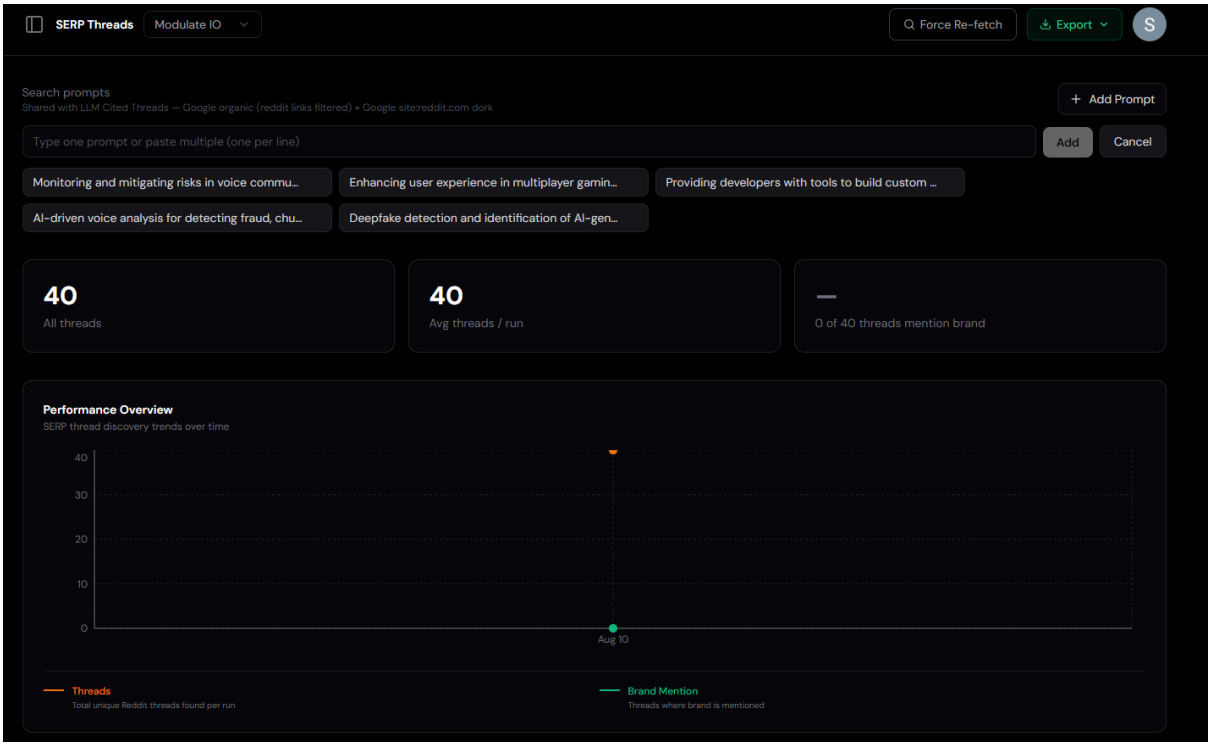
Where Modulate AI stands today

What Modulate AI is looking for

- Build a strong developer presence for Modulate AI across Reddit and GitHub, with a focus on community engagement and product adoption.
- Surface Modulate's voice AI APIs and models in high-intent developer discussions where users are actively evaluating voice AI solutions.
- Drive awareness and sign-ups for Modulate's APIs, leveraging the free first 1,000 API credits as a key adoption hook.
- Identify and target high-intent AI prompts where Modulate should be considered alongside leading voice AI platforms.
- Strengthen Modulate's GitHub presence to increase developer discovery, engagement, and product usage.
- Track Reddit, GitHub, API adoption, and AI visibility through a structured 90-day growth plan with clear weekly deliverables and reporting.

Our assessment

- We ran Modulate AI through ThreadFlow across **5 high-intent prompts** covering voice AI, developer tooling, fraud detection, multiplayer gaming, and deepfake detection. These prompts surfaced **40 relevant Reddit threads**, yet Modulate AI is mentioned in **0 of them**, resulting in **0% brand visibility** across the conversations currently being tracked.
- The identified threads represent opportunities to engage with developers actively discussing **voice AI use cases, developer tools, fraud prevention, gaming, and AI-generated content**, giving Modulate an opportunity to introduce its APIs and models within relevant conversations.
- With **40 relevant Reddit threads and no existing brand mentions**, Modulate has a clear opportunity to establish developer visibility through targeted Reddit engagement and build awareness around its **voice AI APIs and free first 1,000 credits**.



The above image shows current Reddit and LLM visibility across five target prompts - 45 threads found, 0 brand mentions.

A.1. Competitor Presence Across Relevant Communities

These are the communities where Modulate AI's competitors currently have greater visibility and presence.

Competitor	Key Subreddits / Thread Activity	High-Intent AI Prompts Where They're Recommended
Deepgram	r/speechtech, r/LLMDevs, r/ChatGPTCoding, r/AI_Agents	"Best speech-to-text API", "Deepgram vs AssemblyAI", "Cheapest speech-to-text API", "Fastest STT for real-time voice agents"
AssemblyAI	r/speechtech, r/MachineLearning, r/LLMDevs	"Speech-to-text API with highest accuracy", "Best transcription API with diarization", "AssemblyAI alternatives"
ElevenLabs	r/speechtech, r/AI_Agents, r/artificial	"Best voice AI API", "ElevenLabs alternatives", "Best STT for multilingual audio"

A.2 Threads Where Modulate AI Academy Should Be Present

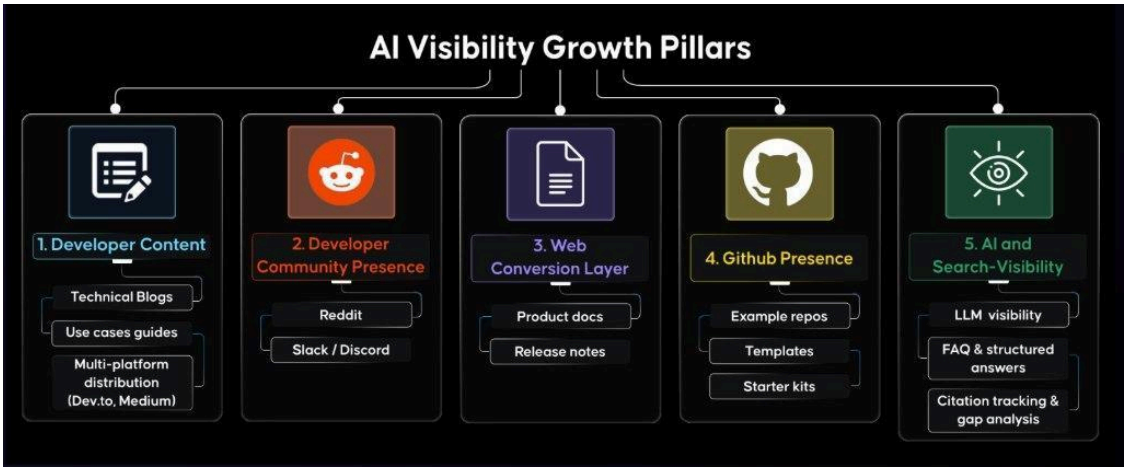
These are the high-ranking Reddit threads on Google Search (SERPs) where founders and marketing leads evaluate developer marketing agencies and creator programs, making them the critical opportunities for Modulate to build visibility and influence AI recommendations.

Thread	Suggested engagement
I benchmarked 12+ speech-to-text APIs under various real-world conditions **r/speechtech · 70+ comments · Google rank #1** **The single highest-value STT thread on Google. A community benchmark where GPT-4o-transcribe, ElevenLabs, Whisper-large and Cartesia are ranked and Modulate does not appear.**	• We can use this thread to naturally position Modulate's Velma models as a cost-effective ASR option, while contributing useful context around accuracy vs. cost at scale. • The goal is to help the discussion first, then introduce Modulate naturally rather than making it feel promotional.
How are you monitoring your voice AI agents in production? **r/AI_Agents · 10+ comments · Google rank #1** **A developer running live voice agents for pest control and property management describing themselves as flying blind. Direct match for Velma Triage and AI Agent Guardrails, and nobody in the thread offers a concrete stack.**	• This is a strong opportunity to position Modulate as a practical solution for call quality and agent performance, especially for teams dealing with large call volumes. • The engagement can naturally introduce Modulate's triage model while first giving useful advice on manual tagging, failure modes, and identifying calls that need human review.
How are you handling the evals and observability for Voice agents **r/AI_Agents · 10+ comments · Google rank #5** **Latency jitter, accents, barge-ins, and background noise raised as the reasons voice evals are harder than text evals. Accent detection, emotion detection and music-versus-speech separation are each a direct answer.**	• Position Modulate around accent and noise handling, while naturally introducing its capabilities in speech detection and barge-in analysis. • Keep the engagement practical and non-promotional.
I built a tool that detects if a voice is AI-generated. 94% accuracy **r/cybersecurity · 10+ comments · Google rank #2** **A builder posting an accuracy figure with no equal error rate and no note on generalisation**	• Position Modulate around deepfake detection accuracy and generalisation, using its EER and fast verdict time as proof points. • Keep the engagement focused on benchmarking and practical model evaluation, not a direct sales pitch.

to unseen vocoders. A technically substantive reply here lands well and is exactly the register this subreddit rewards.	

The engine - five growth levers

As discussed during our call, this proposal focuses on the two primary growth levers for Modulate AI: Reddit Community Presence and GitHub Developer Presence. These channels will help strengthen Modulate's engagement with developers, increase awareness and adoption of its voice AI APIs, drive API sign-ups, and build a stronger presence across relevant developer conversations and high-intent AI prompts.



AI Visibility Growth Pillars — developer content, community presence, web conversion layer, GitHub presence, and AI & search visibility.

How each lever is covered in this proposal

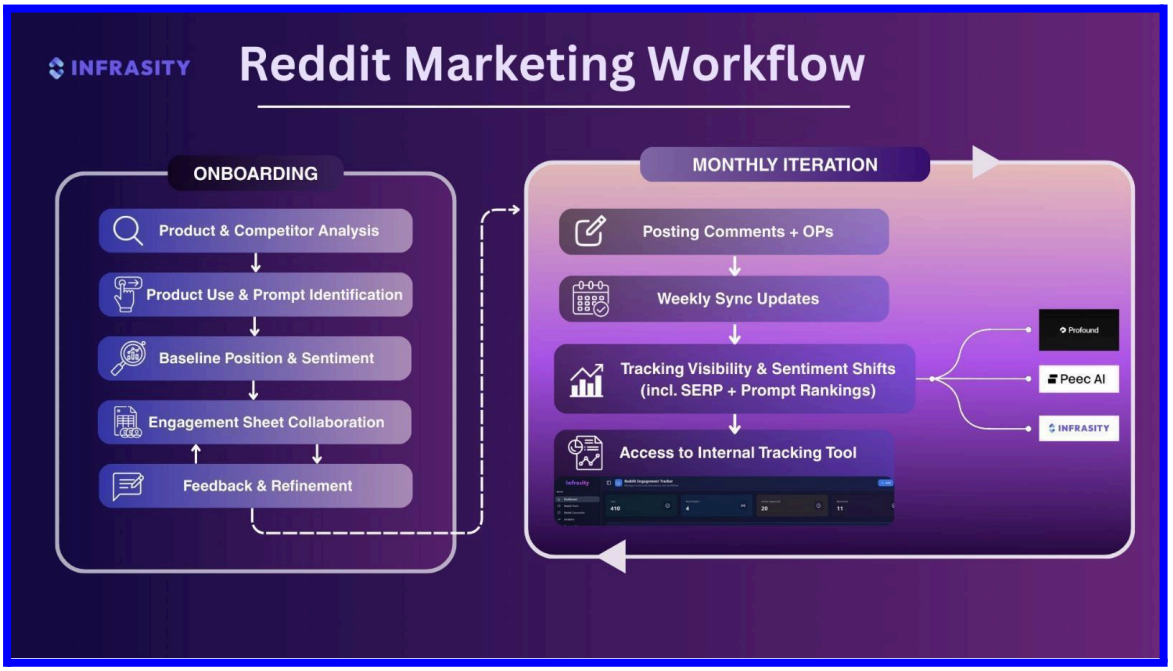
As discussed during our call, this proposal focuses on the two primary growth levers for Modulate AI: Reddit Community Presence and GitHub Developer Presence. These channels will help strengthen developer engagement, increase awareness and adoption of Modulate's voice AI APIs, drive API sign-ups, and build visibility across relevant developer conversations

Lever	What we execute	Where it's proven
1. Reddit	28–30 targeted engagements/month through dedicated, aged Reddit accounts, gradually scaled to maintain account health and engagement quality	Proton (90%), Brevo (80%)
2. Github	Developer-focused GitHub activities to strengthen presence, discovery, and adoption	MemClaw, Statewave

Lever 1 - Reddit

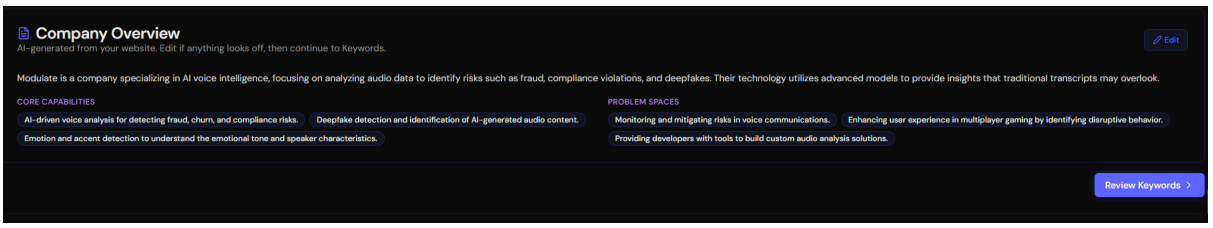
Infrasity's Organic Reddit Marketing Process

Reddit discussions can influence developer adoption and product discovery, while also contributing to how AI platforms surface recommendations. The workflow below outlines how we help Modulate AI build developer presence, drive API awareness and sign-ups, and establish visibility across high-intent voice AI conversations.



Step 1: Reddit Opportunity Finder and Competitor Analysis

We identify the high-intent prompts your ICP searches, then map where Deepgram, AssemblyAI, ElevenLabs, Hiya and the QA vendors are currently being recommended. We prioritise threads by Google rank, buyer intent, and whether an LLM currently cites that thread when answering the prompt.

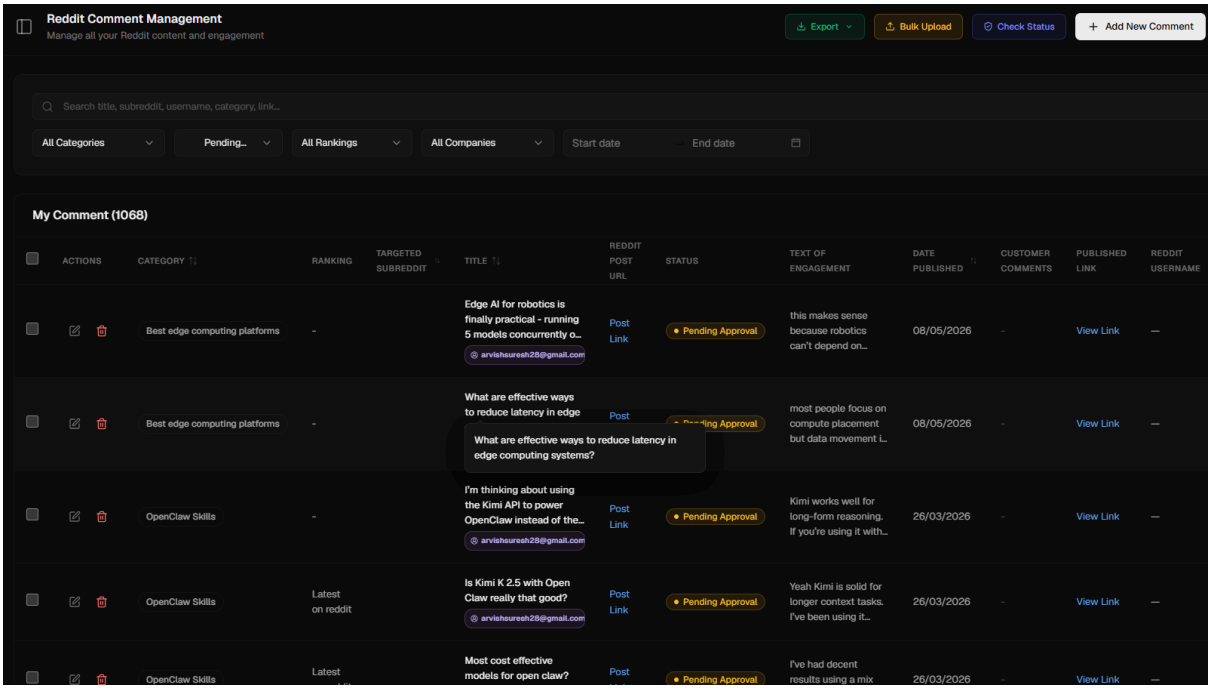

Company Overview
AI-generated from your website. Edit if anything looks off, then continue to Keywords.
Edit
Modulate is a company specializing in AI voice intelligence, focusing on analyzing audio data to identify risks such as fraud, compliance violations, and deepfakes. Their technology utilizes advanced models to provide insights that traditional transcripts may overlook.
CORE CAPABILITIES
AI-driven voice analysis for detecting fraud, churn, and compliance risks.
Deepfake detection and identification of AI-generated audio content.
Emotion and accent detection to understand the emotional tone and speaker characteristics.
PROBLEM SPACES
Monitoring and mitigating risks in voice communications.
Enhancing user experience in multiplayer gaming by identifying disruptive behavior.
Providing developers with tools to build custom audio analysis solutions.
Review Keywords

Step 2: Baseline Audit and Voice Calibration

We establish Modulate AI's current presence across Reddit and GitHub, assess its positioning against competitors, and identify high-intent opportunities for developer engagement. We then align on Modulate's key use cases, APIs, and messaging to ensure every engagement is relevant, authentic, and developer-focused.

Step 3: Access to [Threadflow]

Your team will receive access to ThreadFlow, where every planned Reddit engagement can be reviewed before it goes live. You'll be able to see the target thread, subreddit, prompt, and engagement copy, with the option to review, edit, approve, or reject each engagement before publication.



Step 4: Deployment and Weekly Sync

Once approved, we publish engagements across **high-intent Reddit threads** where founders and growth leads discuss developer marketing and creator partnerships. Every week, you'll receive a report covering **published engagements, Reddit visibility, competitor activity, and progress across your target prompts** to measure the impact of the campaign.

Step 5: Dashboard Tracking and Monthly Strategy Review

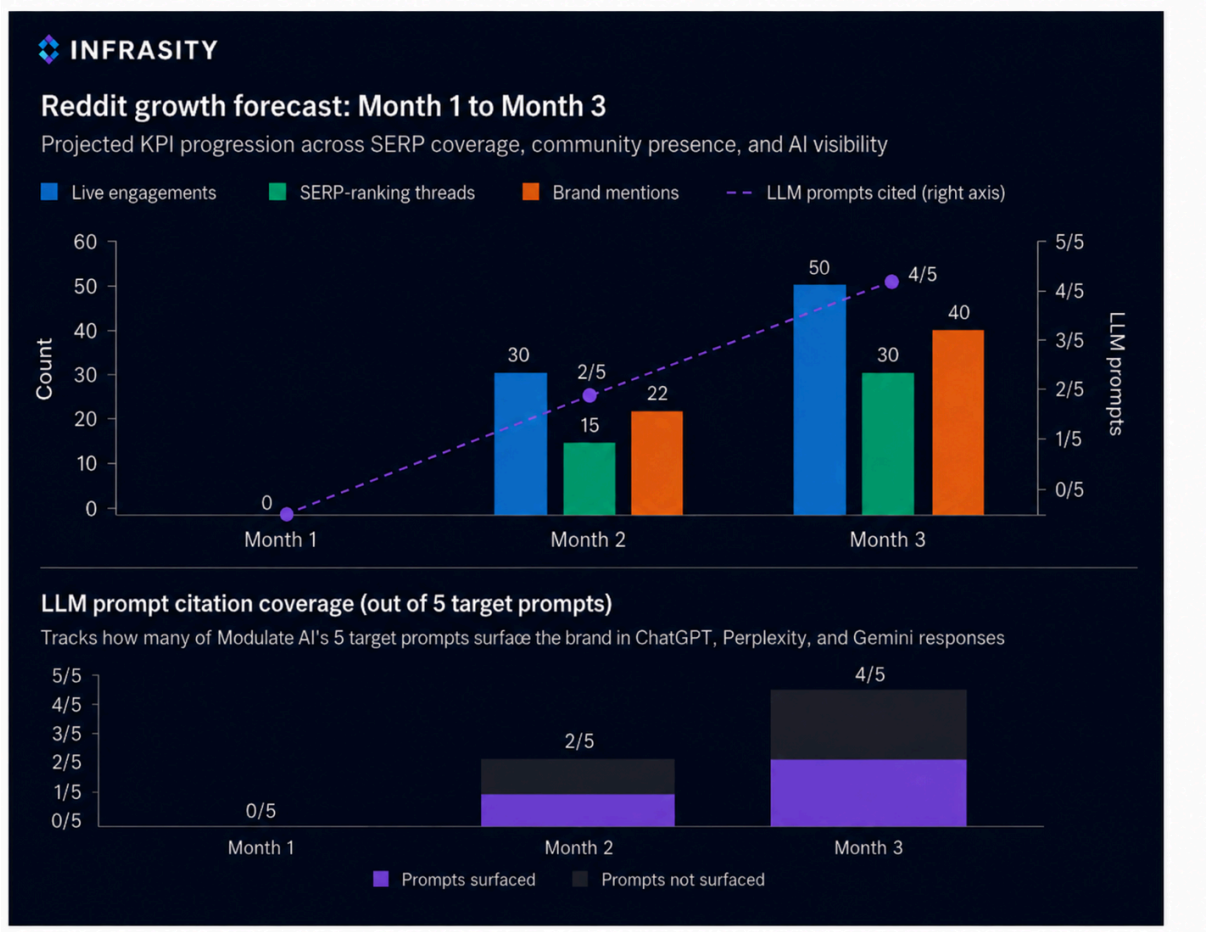
Track your Reddit visibility, competitor activity, and performance across high-intent prompts through the **ThreadFlow dashboard**. Every month, we review the results together and refine the strategy to improve Modulate's visibility across Reddit, Google Search, and AI platforms like ChatGPT, Claude, Gemini, and Perplexity.

A sample ThreadFlow dashboard is included below to show how your team will track Reddit engagements, visibility, and overall campaign performance

Google SERP Dork (site:reddit.com)
38 threads
THREAD COMMUNITY PROMPT MSV
1 Best AI App Development... r/https://reddit.com/user/Secuodsoftpvtltd/comments/1rm4jcz/best_ai_app_development_company_key_services AI-driven voice analysis f...
2 I am Max. I have 8 years of experience i... r/https://reddit.com/user/ibm/comments/1lvmez8/i_am_max_i_have_8_years_of_experience_in_building AI-driven voice analysis f...
3 Free forensic software to detect AI/... r/https://reddit.com/r/digitalforensics/comments/1o9247r/free_forensic_software_to_detect_ai_deepfake Deepfake detection and i...
4 Can the rise in solo play be due to a rise i... r/https://reddit.com/r/MMORPG/comments/1fmma5h/can_the_rise_in_solo_play_be_due_to_a_rise_in Enhancing user experien...
5 So I tried using Claude Code to build actual... r/https://reddit.com/r/ClaudeCode/comments/1rxl17d/so_i_tried_using_claude_code_to_build_actual Providing developers wit...
6 Software Mind (u/SoftwareMind) r/https://reddit.com/user/SoftwareMind AI-driven voice analysis f...

Projected Reddit Visibility Growth for Modulate AI

The projection below represents the average growth we've observed across multiple Reddit programs, including campaigns for [Proton](#) and [Brevo.](#) While actual results may vary, these projections provide a realistic benchmark based on our experience helping B2B technology companies build long-term Reddit visibility.



Expected Month-on-Month Growth:

Month 1: Baseline and setup

- Strategy, prompt lock across the 5 baseline prompts, community mapping, and technical calibration with your developers.
- **28 to 30 live Reddit engagements (Monthly)** published, including 2 to 3 original posts, across r/speechtech, r/AI_Agents, r/LLMDevs, r/MachineLearning, and r/gamedev.
- **3 dedicated accounts** allocated to Modulate and calibrated to those communities.
- Baseline recorded and confirmed: **40 relevant threads discovered, 0 brand mentions, 0% visibility** across the 5 target prompts.
- **Result:** Modulate moves from 0 to **20 to 25 net-new brand mentions**, with **4 to 6 engagements landing on threads that already rank on Google page one**.

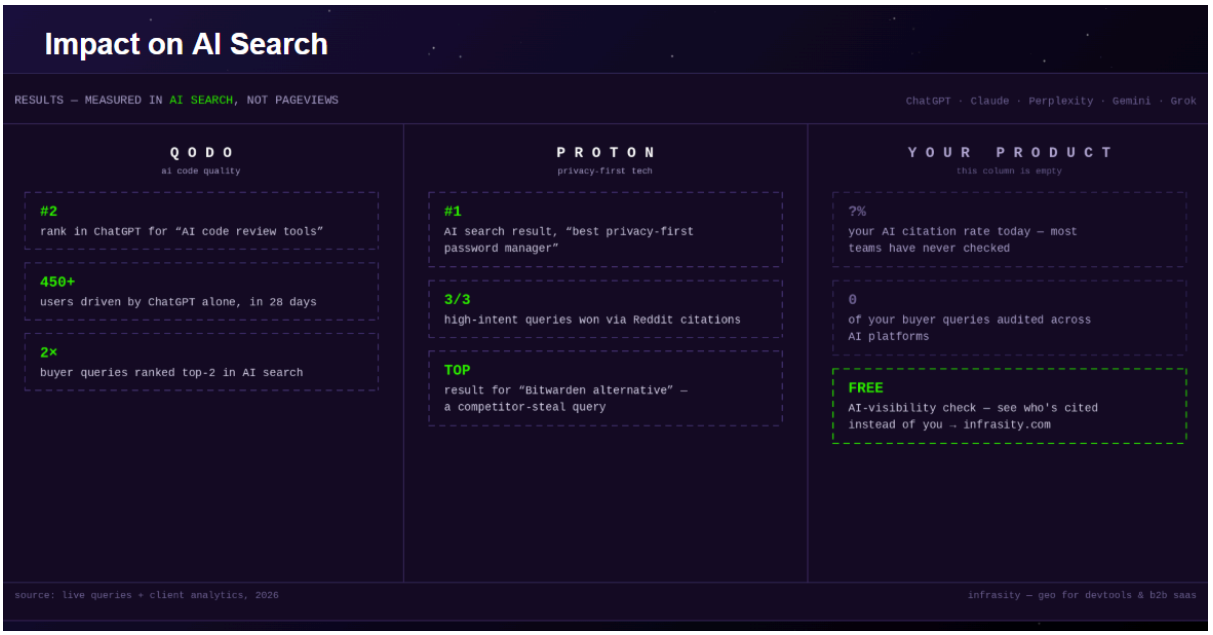
Month 2: Visibility growth and AI inclusion

- Modulate begins appearing in **high-ranking Reddit discussions** across the speech-to-text, voice agent observability, and deepfake detection communities.
- **28 to 30 engagements** sustained, including 3 to 4 original posts. Prompt set expands from **5 to 7**.
- **Result: visibility across 2 of the 5 core AI prompts** on ChatGPT, Claude, Gemini, and Perplexity, verified by repeat prompt runs across all three models.
- **Result: 8 to 10 page-one threads** carry a Modulate mention, and cumulative brand mentions reach **55 to 65**.

Month 3: Discoverability expansion and category presence

- Stronger presence across the **high-intent threads that influence developer buying decisions**, specifically the STT benchmark, voice agent evaluation, and deepfake detection comparison threads where Deepgram, AssemblyAI, ElevenLabs, and Hiya currently absorb the recommendation.
- **28 to 30 engagements** sustained, including 4 to 5 original posts, weighted toward whatever converted in Month 2.
- **Result: visibility expands to 4 of the 5 target AI prompts**, improving the likelihood Modulate is surfaced when a developer asks an AI assistant which voice API to use.
- **Result: 12 to 15 page-one threads** carry a Modulate mention, cumulative brand mentions reach **85 to 95 across the 90 days**, and organic traffic from Reddit and GitHub referrers lifts **15 to 25% month on month**.

Some of the recent results and impact on AI


Impact on AI Search
RESULTS — MEASURED IN AI SEARCH, NOT PAGEVIEWS
ChatGPT · Claude · Perplexity · Gemini · Grok
QODO
ai code quality
#2
rank in ChatGPT for "AI code review tools"
450+
users driven by ChatGPT alone, in 28 days
2×
buyer queries ranked top-2 in AI search
PROTON
privacy-first tech
#1
AI search result, "best privacy-first password manager"
3/3
high-intent queries won via Reddit citations
TOP
result for "Bitwarden alternative" — a competitor-steal query
YOUR PRODUCT
this column is empty
?%
your AI citation rate today — most teams have never checked
0
of your buyer queries audited across AI platforms
FREE
AI-visibility check — see who's cited instead of you → infrasity.com
source: live queries + client analytics, 2026
infrasity — geo for devtools & b2b saas

Case Study 1 - Brevo: Email Marketing Platform

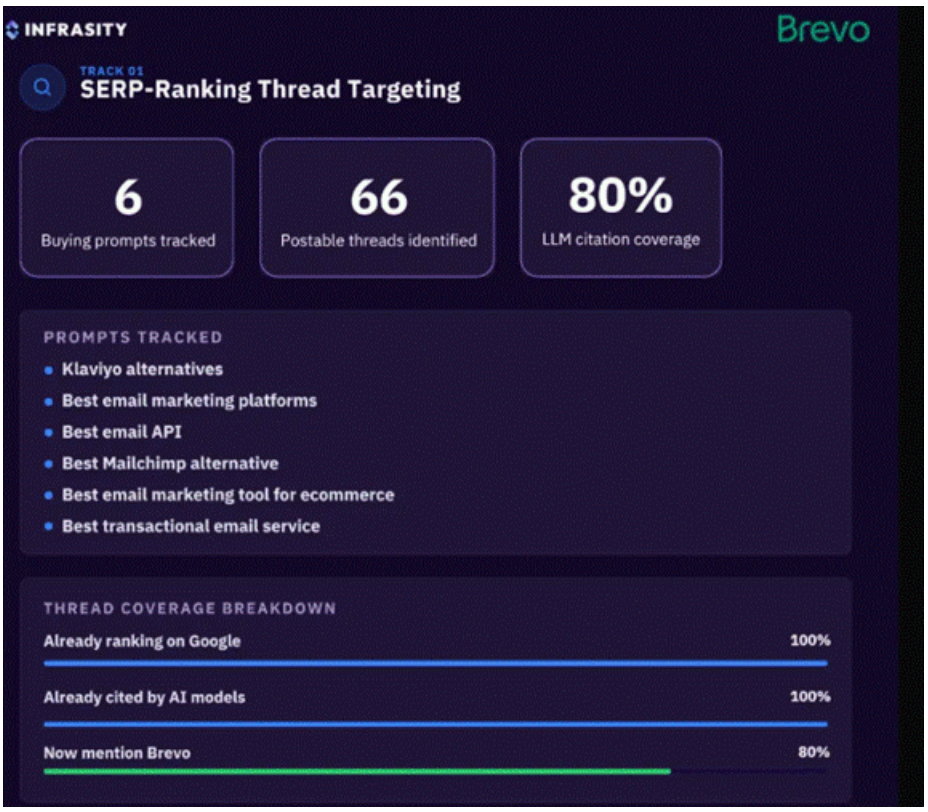
PROBLEM

Brevo competes against Klaviyo, Mailchimp, ActiveCampaign, ConvertKit, MailerLite, and Omnisend, each with years of community recommendations behind them. On r/marketing, r/SaaS, and r/Emailmarketing, Brevo rarely surfaced. AI models pulling from those threads recommended Omnisend, MailerLite, or HubSpot before Brevo, even when Brevo's pricing model was the better fit.

WHAT WE DID

Three tracks ran in parallel from day one. First, mapping and engaging every SERP-ranking Reddit thread across 6 high-intent prompts like "Klaviyo alternatives" and "Best Mailchimp alternative." Second, building sustained presence across 25 marketing and SaaS subreddits. Third, running the 6 prompts continuously across ChatGPT, Perplexity, and Google AI Overview, engaging the threads those models cited, then re-checking to confirm Brevo appeared in the response.

RESULT



Case Study 2 - Proton Pass: Privacy-First Password Manager

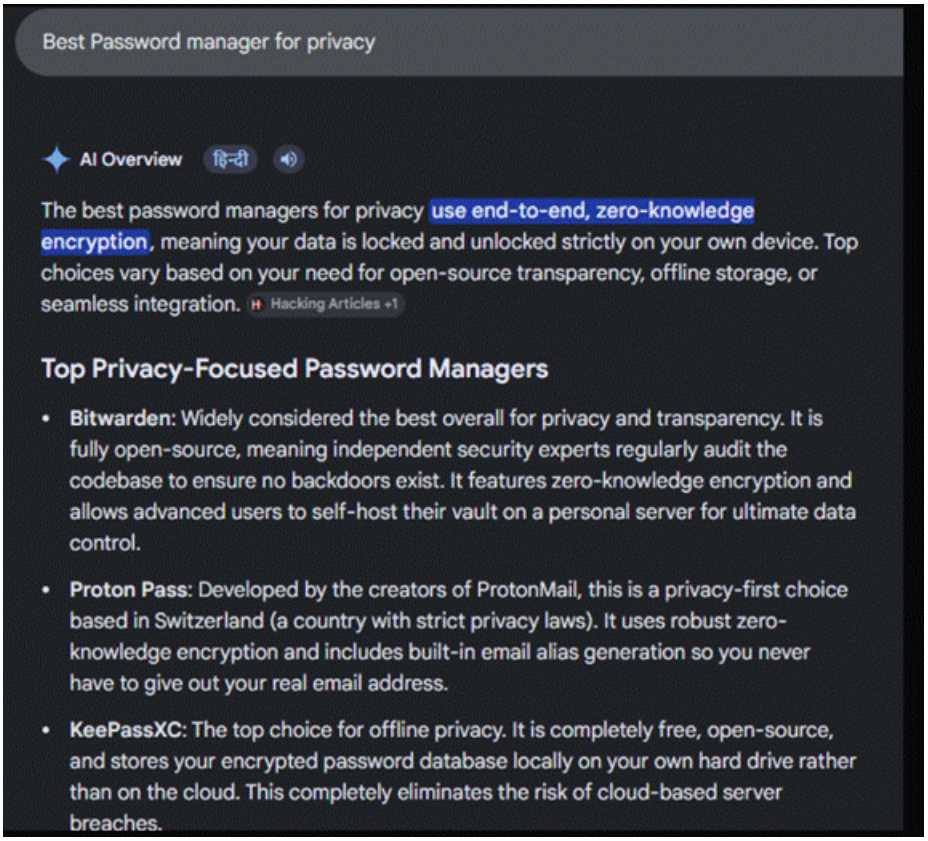
PROBLEM

Bitwarden has been the community default in r/privacy, r/netsec, and r/degoogle for years. Proton Pass had scattered, inconsistent mentions, far below the volume needed to compete. The Google results for password manager queries told the same story: Bitwarden appeared, Proton Pass did not. A buyer moving from Google to Reddit to ChatGPT in one session would find Bitwarden at every step and Proton Pass at none.

WHAT WE DID

The same three tracks ran simultaneously. First, mapping and engaging the highest-intent threads, questions like "what should I switch to from LastPass" and "best 1Password alternative," with positioning grounded in zero-knowledge architecture, open-source code, and Swiss jurisdiction. Second, building presence in r/privacy, r/degoogle, r/ProtonMail, and r/ProtonVPN with technical arguments instead of product descriptions. Third, running the 5 target prompts across ChatGPT, Perplexity, and Google AI Overview on a continuous loop, engaging every cited thread and verifying the result.

RESULT


Best Password manager for privacy
AI Overview
हिन्दी
The best password managers for privacy use end-to-end, zero-knowledge encryption, meaning your data is locked and unlocked strictly on your own device. Top choices vary based on your need for open-source transparency, offline storage, or seamless integration. Hacking Articles +1
Top Privacy-Focused Password Managers
Bitwarden: Widely considered the best overall for privacy and transparency. It is fully open-source, meaning independent security experts regularly audit the codebase to ensure no backdoors exist. It features zero-knowledge encryption and allows advanced users to self-host their vault on a personal server for ultimate data control.
Proton Pass: Developed by the creators of ProtonMail, this is a privacy-first choice based in Switzerland (a country with strict privacy laws). It uses robust zero-knowledge encryption and includes built-in email alias generation so you never have to give out your real email address.
KeePassXC: The top choice for offline privacy. It is completely free, open-source, and stores your encrypted password database locally on your own hard drive rather than on the cloud. This completely eliminates the risk of cloud-based server breaches.

Live Google AI Overview for "Best password manager for privacy." Proton Pass named as a top pick, cited for zero-knowledge encryption and Swiss privacy law

Case Study 3 - Vapi.ai (Voice AI Infrastructure)

Vapi.ai builds voice AI agent infrastructure, the closest category peer to Modulate AI in this proposal. This engagement was content and keyword-visibility work rather than GitHub, but it is the most directly comparable case study: same category, same problem of well-funded competitors owning the organic discovery surface.

Problem: at the time of the engagement, Vapi trailed several competitors on organic footprint despite a strong product. Infrasity's benchmark across Vapi and six direct competitors showed the gap clearly:

Websites	Authority Score	Monthly Organic Traffic (USA)	Monthly Organic Traffic (Global)	Monthly Organic Keywords (USA)	Monthly Organic Keywords (Global)	No of Keywords Ranking in Top 10	Backlinks	Referring Domain
https://vapi.ai/	35	5.8K	140.3K	2.2K	6.4K	64	45.8K	1.1K
https://poly.ai/	45	31.6K	187.9K	840	1.8K	171	30.2K	2.4K
https://www.eliseai.com/	35	9.5K	10K	3.8K	5.8K	73	6.2K	623
https://www.bland.ai/	32	7.5K	12.4K	3K	6.4K	147	148.6K	1.2K
https://air.ai/	34	5K	7.3K	1051	1995	111	7.9K	1.6K
https://synthflow.ai/	31	2.8K	5K	1.2K	2.5K	118	26.2K	1.2K
https://www.retellai.com/	29	2K	5.2K	1.2K	2.3K	48	17.7K	650

What we did: mapped Vapi's keyword gap against these six competitors, then built a content roadmap of TOFU/BOFU and competitor-comparison topics (for example “Vapi AI outbound calls vs traditional outbound calls” and “Vapi vs Bland”) tied to real monthly search volume and keyword-difficulty data, then moved topics through research, writing, and publication.

Content Format	Topic Name By Infrasity	Keyword Focused	MSV	KD	Status	Document Link	Timeline
TOFU/BOFU Content	AI Voice Agent Call Centers: Revolutionizing Sales & Customer Support	ai call center	1900	40	Published		
	Vapi Ai outbound calls Vs Traditional Outbound Calls	vapi Ai outbound Call	590	16	Published		
	Conversational Ai for Healthcare: Top Use Cases	conversational ai for healthcare	170	17	Researched By Infrasity		
	How to build AI voice agents with Vapi Ai	ai voice agents	140	39	Researched By Infrasity		
	How to use Vapi Ai for Outbound calling	ai outbound calling	110	14	Researched By Infrasity		
Competitor Topics	Conversational AI in Insurance Industry: Can AI Handle Insurance Inquiries?	conversational ai insurance	320	20	In Progress		
	How VAPI.ai Matches Agents to Customer Intent in Seconds	call ai for customer service	880	50	Researched By Infrasity		
	AI Voice Agent Cold Calling: Top Strategies for Sales Success in 2025	ai cold calling	480	19	Researched By Infrasity		
	Challenges and Benefits of Implementing AI in Phone Answering Systems	ai phone answering system	390	22	Researched By Infrasity		
	How AI Call Platforms Are Helping Small Businesses Compete with Large Corporations	ai call platform	320	65	Researched By Infrasity		
	Voice AI integration suited best for your business- Vapi v/s Bland	vapi vs bland	320	0	Rejected By Vapi		
		ai voice call	320	64	Researched By Infrasity		
	Conversational AI in healthcare: Vapi your AI receptionist	conversational ai in healthcare	320	27	In Progress		
	Why travel industry should integrate conversational ai for customer service	conversational ai for customer service	210	32	Researched By Infrasity		
	Top 5 Use Cases of Voice AI for Real Estate	ai in property management	210	22	Researched By Infrasity		
	Automated ai call answering service in hotel management	ai call answering service	170	28	Researched By Infrasity		
		home care services ai tech	590	24	Researched By Infrasity		
		ai for home service	50	1	Researched By Infrasity		
		ai for small business	720	50	Researched By Infrasity		
		answering service appointment scheduling	260	8	Researched By Infrasity		
		ai appointment setter	210	18	Researched By Infrasity		
		AI Phone Calls	1300	50	Researched By Infrasity		
		AI Call Bot	390	20	Researched By Infrasity		

Result: 23 topics mapped against roughly 10,400 combined monthly search volume, with 2 published, 2 in active production, and 18 researched and queued in the pipeline at the time of this snapshot - a live, working content engine rather than a one-off list of ideas.

Why this matters for Modulate AI: the same competitor-benchmarking and keyword-gap approach used for Vapi against Poly AI, Bland, Air.ai, Synthflow, and Retell AI applies directly to Modulate AI against ElevenLabs, Deepgram, AssemblyAI, Resemble AI, and Cartesia. It is a natural extension once the GitHub engagement below establishes the initial developer footprint, and can be scoped separately if Modulate AI wants organic/content coverage alongside GitHub

Lever 2 - GitHub

For a developer-facing product like Modulate, GitHub is a key discovery and adoption channel. Developers use GitHub to explore tools, evaluate repositories, and find solutions for their use cases. This service helps strengthen Modulate's GitHub presence, improve developer discovery, and support adoption of its voice AI APIs and models.

The Method - Four Steps

This is the exact process we run for every GitHub client, in the client's own words from a recent call: figure out the product and its competitors, build small runnable examples of it in action, get those examples in front of the right developers, and turn the traffic into signups.

1. Build - Satellite Demo Repositories

We do not touch Modulate AI's main product repo. Instead, we build small, standalone repos, each solving one real developer problem with the voice API, runnable in under 5 minutes (clone, one command, it works). Examples: a real-time voice-agent demo, a moderation/classification pipeline against the free-credit endpoints, and a drop-in replacement example for a competitor's SDK.

2. Distribute - Awesome-Lists, Directories, OSS Discovery Tools

Every repo gets submitted to the lists and directories developers already trust: GitHub awesome-lists for voice AI and speech, tool directories like Product Hunt and StackShare, and category-specific registries relevant to voice/audio AI tooling.

3. Engage - Reddit & Developer-Forum Seeding

A large share of what ChatGPT, Perplexity, and Google's AI Overviews cite comes from threads where developers ask what to use for voice AI, real-time transcription, or voice moderation. We identify those threads and build a genuine presence there, answering and pointing back to the repos rather than dropping links.

4. Convert - Repo-to-Sign-Up Path

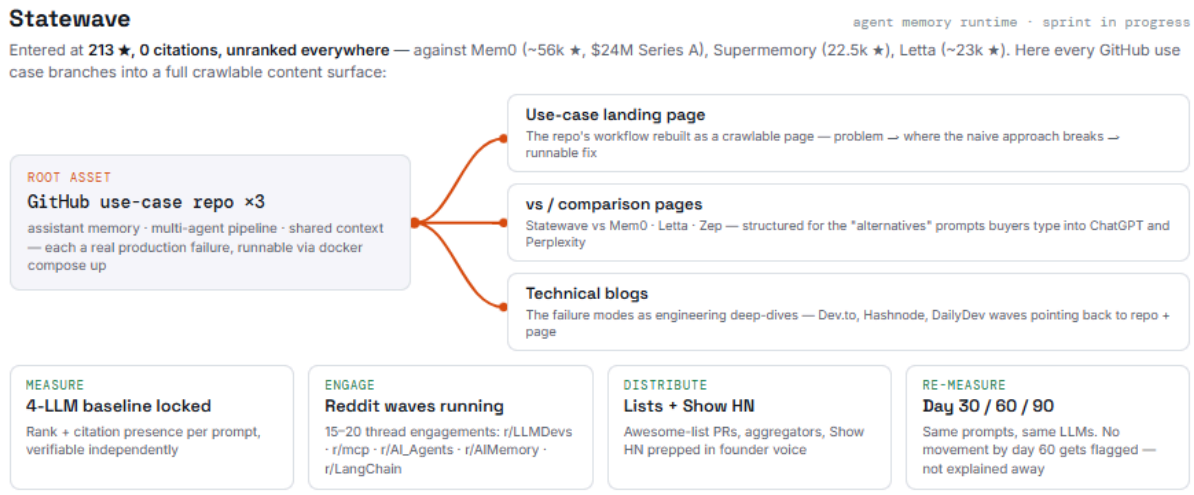
Each repo is mapped to a landing page or docs section on Modulate AI's own site so a developer who finds the repo has somewhere to land, see the API in context, and start using the free credits. The repo drives discovery; the landing page (or docs page) drives the conversion Modulate AI is optimizing for.

Case Studies

Two recent engagements, same method, two different starting points, same result: zero GitHub presence to a real, citable footprint in weeks.

Case Study 1 - Statewave

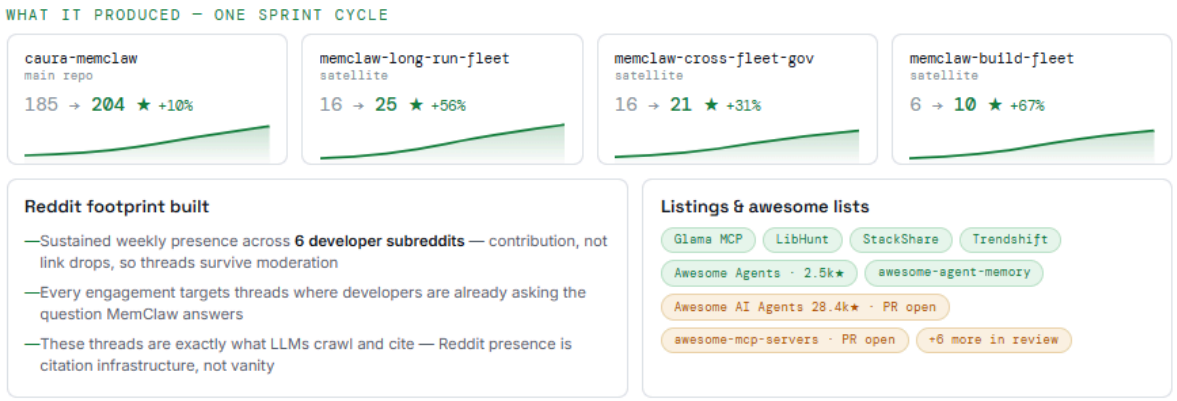
Statewave is an open-source memory runtime for AI agents. When Statewave came to us, the product was fully built and shipped. GitHub presence: zero.


Statewave
agent memory runtime · sprint in progress
Entered at 213 ★, 0 citations, unranked everywhere — against Mem0 (~56k ★, $24M Series A), Supermemory (22.5k ★), Letta (~23k ★). Here every GitHub use case branches into a full crawlable content surface:
ROOT ASSET
GitHub use-case repo ×3
assistant memory · multi-agent pipeline · shared context — each a real production failure, runnable via docker compose up
Use-case landing page
The repo's workflow rebuilt as a crawlable page — problem → where the naive approach breaks → runnable fix
vs / comparison pages
Statewave vs Mem0 · Letta · Zep — structured for the "alternatives" prompts buyers type into ChatGPT and Perplexity
Technical blogs
The failure modes as engineering deep-dives — Dev.to, Hashnode, DailyDev waves pointing back to repo + page
MEASURE
4-LLM baseline locked
Rank + citation presence per prompt, verifiable independently
ENGAGE
Reddit waves running
15–20 thread engagements: r/LLMDevs · r/mcp · r/AI_Agents · r/AIMemory · r/LangChain
DISTRIBUTE
Lists + Show HN
Awesome-list PRs, aggregators, Show HN prepped in founder voice
RE-MEASURE
Day 30 / 60 / 90
Same prompts, same LLMs. No movement by day 60 gets flagged — not explained away

Result: zero to 213 GitHub stars in a few weeks, with a defined baseline (0 citations, unranked on any LLM) to measure the next 90 days against.

Case Study 2 — MemClaw

Same category, same starting problem: a real product, zero GitHub or community footprint when we started.


WHAT IT PRODUCED — ONE SPRINT CYCLE
caura-memclaw
main repo
185 → 204 ★ +10%
memclaw-long-run-fleet
satellite
16 → 25 ★ +56%
memclaw-cross-fleet-gov
satellite
16 → 21 ★ +31%
memclaw-build-fleet
satellite
6 → 10 ★ +67%
Reddit footprint built
—Sustained weekly presence across 6 developer subreddits — contribution, not link drops, so threads survive moderation
—Every engagement targets threads where developers are already asking the question MemClaw answers
—These threads are exactly what LLMs crawl and cite — Reddit presence is citation infrastructure, not vanity
Listings & awesome lists
Glama MCP
LibHunt
StackShare
Trendshift
Awesome Agents · 2.5k★
awesome-agent-memory
Awesome AI Agents 28.4k★ · PR open
awesome-mcp-servers · PR open
+6 more in review

Result: zero to 204 GitHub stars in a single month, competing directly against category leaders like Mem0, Letta, Supermemory, and Cognee.

How This Helps Modulate AI, Specifically

A quick pull of Modulate AI's actual GitHub data confirms the same shape of gap we closed for Statewave and MemClaw:

- Modulate-AI (github.com/Modulate-AI) currently shows 4 public repositories and no dedicated, runnable example or demo repo for the voice API - the exact “product is ready, distribution has not started” position both case-study companies were in.

- Competing voice AI providers (for example ElevenLabs, Deepgram, AssemblyAI, Resemble AI, and Cartesia) maintain active public SDKs, cookbooks, and example repos that show up when developers search GitHub or ask an LLM for a voice API to use. Exact star counts vary and should be pulled fresh at kickoff; directionally, these are the accounts currently owning that discovery

surface.

- The opportunity: a small set of satellite repos built around Modulate AI's free-credit API, distributed and seeded the same way, gives Modulate AI a foothold in that same discovery surface within weeks rather than months.

Where the repos should point: *an MCP or agent-framework integration example (for teams wiring voice into an agent stack), a real-time voice-moderation or classification demo (using the free 1,000 credits end to end), and a side-by-side "switching from X" example aimed at developers currently evaluating alternatives.*

Projected GitHub Visibility Growth for Modulate AI

This mirrors the compounding, week-over-week approach discussed on the call: a defined baseline in Month 1, visible traction in Month 2, and a citable, sign-up-driving footprint by Month 3. Since API sign-ups are the priority Modulate AI flagged, every month below is built around what specifically gets shipped and what that is expected to move in referral traffic and sign-ups, not just stars.

The traffic and sign-up figures are directional projections, modeled off the referral patterns we saw on Statewave and MemClaw and scaled down to a realistic starting point for Modulate AI. We will recalibrate them against Modulate AI's actual baseline traffic and conversion rate on the kickoff call, and the numbers in the report each month will always be the real, measured ones, not the projection.

Month 1 - Baseline & Build

What we do, week by week:

- **Week 1:** Kickoff call with the Modulate AI team to lock the API use cases, pull the real GitHub/traffic baseline, and confirm which competitor set to target.
- **Week 2:** Build and ship Repo 1, a real-time voice-agent demo against the free-credit API, runnable in under 5 minutes.
- **Week 3:** Build and ship Repo 2, a moderation/classification demo, and begin submitting both repos to relevant awesome-lists and directories.
- **Week 4:** Start supporting Reddit/forum seeding pointed at the repos, and file the Month 1 baseline report.

Metric	Target	How Measured
Satellite demo repos shipped	2 repos live with working quick-start	Repo links, README quality check
Directory & awesome-list submissions	6–8 submissions filed	Confirmed listings / merged PRs
Reddit & forum seeding (supporting GitHub reach)	6–8 engagements	ThreadFlow log
Referral traffic to sign-up page from GitHub	Projected 50–150 visits for the month	UTM / referral tracking
API sign-ups attributable to GitHub	Projected 5–15 sign-ups	Referral tracking to sign-up page

Month 2 - Distribution & Early Traction

What we do:

- **Ship Repo 3,** a side-by-side "switching from X" example aimed at developers actively comparing voice AI providers.
- **Push for acceptance** on 2–3 higher-authority awesome-lists / directories that Month 1 submissions targeted.
- **Expand Reddit/forum seeding** into the specific threads where developers are asking for voice API recommendations, pointing back to the repos.

- **Instrument and report** on which repo is actually driving referral traffic and sign-ups, so Month 3 effort concentrates there.

Metric	Target	How Measured
Additional satellite repo	1 more repo shipped (competitor-switch example)	Repo live
Cumulative GitHub stars	75–125 stars across repos	GitHub analytics
Directory / awesome-list features	2–3 accepted listings	Live listing links
Referral traffic to sign-up page from GitHub	Projected 300–600 visits for the month	UTM / referral tracking
API sign-ups attributable to GitHub	Projected 25–45 sign-ups	Referral tracking to sign-up page

Month 3 - Citable Footprint & Conversion

What we do:

- **Double down** on whichever 1–2 repos Month 2 data shows are converting best, with follow-on content (technical blog, expanded examples) around them.
- **Push for LLM / AI-search citation** by strengthening the repos and any linked docs that ChatGPT, Perplexity, and Google AI Overviews are already pulling from for voice API queries.
- **Deliver a Month 4–6 recommendation** on a joint review call, scoped to the channel and repo that is actually producing sign-ups.

Metric	Target	How Measured
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Commercials

Lever	Monthly Deliverables	Monthly Investment
Reddit	28–30 targeted engagements/month, including 4–5 original posts (OPs), across relevant developer communities	$1,300/month
GitHub	Developer-focused GitHub presence, including satellite repos, discovery, and distribution	$1,300/month
Total	Reddit + GitHub	$2,600/month

Next step

Reply to confirm scope and start date, and we begin with the **Week-1 kickoff: prompt mapping + ThreadFlow baseline + global creator shortlist**. Contact: **sanat@infrasity.com** · www.infrasity.com